

1996
RJR
RETAIL
PARTNERS



51846 6162

SHOWING THE
TOTAL VALUE
OF RJR

1996

RJR

RETAIL

PARTNERS

51846 6163

1996

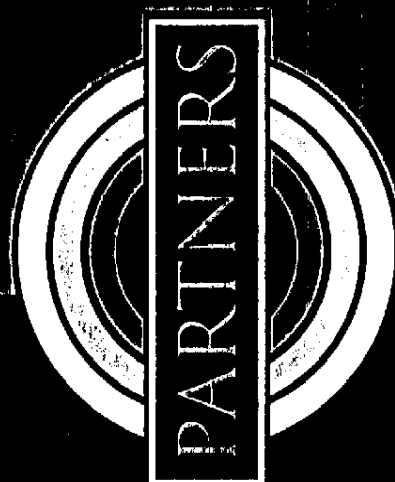
RJR

RETAIL

PARTNERS

LEVEL I

RJR Reynolds
Tobacco Company



51846 6164

SELLING THE

TOTAL VALUE

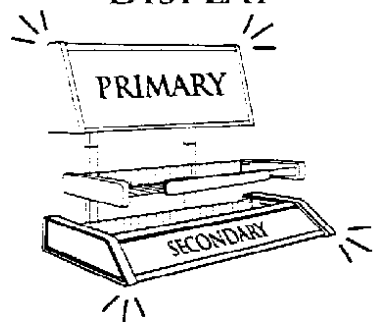
OF RJR

MERCHANDISING/PRESENCE LEVEL I

REQUIREMENTS

- 1 Full Price Display
- 1 Savings Display
- 40 Pack Facings Minimum
- Share of Signage No Less Than RJR SOM
- Lighted Signage

PRIMARY FULL PRICE DISPLAY

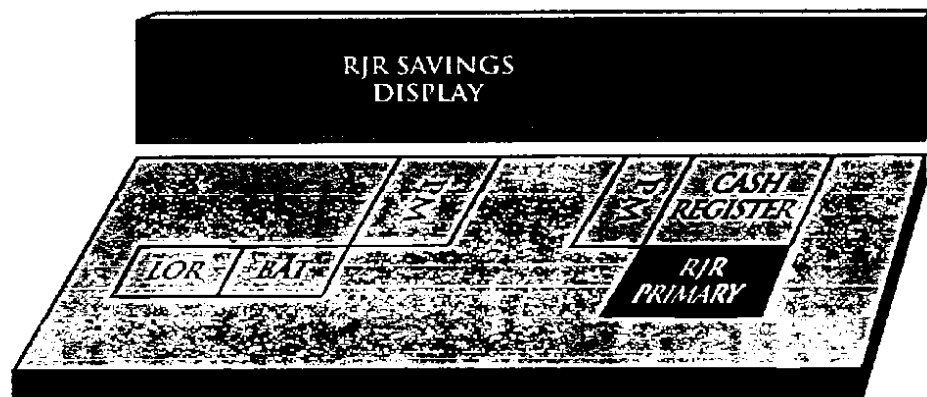


- 2 - 40 Pack Tray System III Display
- Enhanced Lighted Top Sign
- Enhanced Lighted Tray Kit (SPEC. DIA. #1801)

DORAL COUNTER DISPLAY



- Doral 9 - Tray Counter Display
- Enhanced Top Sign
- Non-Illuminated
- Item #484001



RETAIL ACCRUAL PROGRAM LEVEL I

MERCHANDISING/PRESENCE	I	II	III
Dollars are accrued based on RJR volume that provides business building promotions for your customers. Only available in Partners Accounts! Level I Merchandising/Presence Participants can accrue at the Level I 10c rate only.			
RETAIL ACCRUAL	<u>I</u> EDLP DISADVANTAGED .10¢	<u>II</u> EDLP PARITY .20¢	<u>III</u> RJR - EDLP EXCLUSIVE .25¢

LEVEL I, II OR III MERCHANDISING/PRESENCE IS THE KEY TO ENTRY INTO THE TOTAL PROMOTIONAL PACKAGE

